



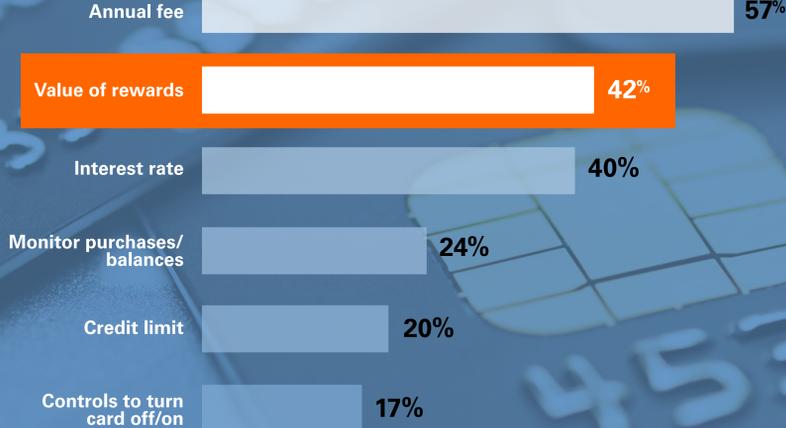
Loyalty Programs:

Consumers love rewards programs and they're looking for options that are flexible, valuable, low-cost and easy to use.

uChoose Rewards® from Fiserv helps you boost debit and credit card activation and use rates by enabling cardholders to earn points across accounts and redeem them for valuable rewards.

Rewards are an important factor in card selection.

What influences the decision to apply for a credit card?

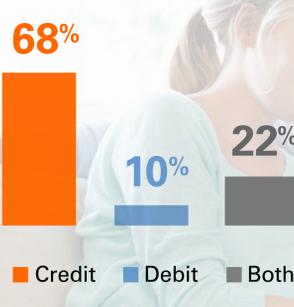


Consumers know what they're looking for in a loyalty program.



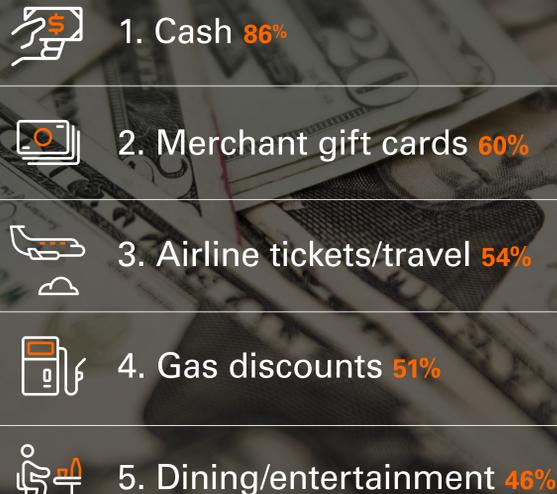
Debit card rewards are an untapped opportunity.

Where are your rewards?

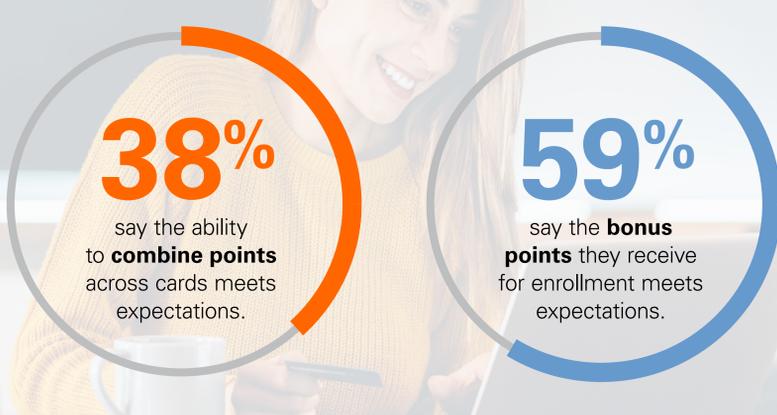


Consumers want multiple redemption options.

Consumers' rewards preferences



There's room for improvement.



uChoose Rewards from Fiserv is a robust solution that enables financial institutions to implement customizable rewards programs. Encourage cardholder activation, usage and retention with flexible rewards structures that meet cardholder expectations.

Connect With Us
For more information about uChoose Rewards, call us at 800-872-7882, email getsolutions@fiserv.com or visit fiserv.com

Source: Fiserv research, uChoose Rewards Online Survey Results, conducted October 15-26, 2018. Additional information is available upon request.



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